



THE COMMONWEALTH OF MASSACHUSETTS  
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**DAVID J. COTNEY**  
COMMISSIONER OF BANKS

February 11, 2014

**To the Chief Executive Officer of Credit Union Addressed:**

The Division of Banks will participate in the 2014 America Saves Week campaign from February 24 through March 1, 2014. America Saves Week is a national initiative which provides an opportunity for financial institutions, nonprofits and other organizations to encourage consumers to establish goals and save more of their money.

We encourage your institution to help further this mission by informing your members about this program and providing helpful information about saving options. We hope you will join us by taking simple steps to raise awareness of America Saves Week.

Over 350,000 people have made a personal commitment to save \$22 million by joining America Saves. In the past, many institutions and nonprofits have enrolled in the America Saves Week Campaign by launching a matched-savings program and/or providing financial literacy counseling. Others have spearheaded social media campaigns to provide savings advice within their community.

At a time when financial confidence is more important than ever, America Saves Week is a great opportunity to promote financial security and forward thinking. America Saves Week also promotes the spirit of the Community Reinvestment Act, specifically products and services relating to community development.

Please join the Division as we celebrate America Saves Week in Massachusetts. For sample materials and more information about how to get started, visit the Division's website at [www.mass.gov/dob](http://www.mass.gov/dob).

Sincerely,

David J. Cotney  
Commissioner of Banks